



PRICE "LESS" FASHION

14th November, 2016

Ref. No. CS/S/L-150/2016-17

The Listing Department
**NATIONAL STOCK EXCHANGE OF
INDIA LIMITED**
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Sub: Press Release on the financial results for the quarter ended 30th September, 2016

Sir,

Please find enclosed herewith press release on the unaudited financial results of the Company for the quarter ended 30th September, 2016.

We request you to kindly take the above information on record.

Thanking you,

Yours truly,
For V-Mart Retail Ltd.,


Sudhir Kumar
Company Secretary

(Encl.- As above)

V-MART RETAIL LTD.

CIN- L51909DL2002PLC163727

Corporate Office : Plot No. 862, Udyog Vihar, Industrial Area Phase V, Gurgaon - 122 016 (Haryana)
Tel # 0124-4640030, Fax No. : 0124-4640046 Email : info@vmart.co.in Website : www.vmart.co.in



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Press Release dated 14th November, 2016.

V-Mart reports 21% Revenue Growth and 16% GP growth for quarter ended 30th Sep 2016

Gurgaon : V-Mart Retail Ltd announced its unaudited financial results for the quarter ending 30th Sep 2016, which were approved by the Company's Board of Directors at its meeting held on 12th Nov 2016.

During Q2FY17, the company reported an increase in revenue by 21% per cent QoQ, Revenue for the period is Rs. 196 crores and GP is Rs 55 crores during the quarter.

Speaking on the occasion, Mr. Lalit Agarwal, CMD, V-Mart Retail Ltd, said that Market continues to be responding lower than expectations as far as demand is concerned. Due to heavy rains and higher competition from regional players, the quarterly sales were lower than the target and the margins sustainability became a challenge. In the coming quarter, our focus would be to improve our processes so that we can maximize sales derived out of better economy (due to good monsoon), 7th pay commission and good marriage season.

So temporary slow-down and lower conversion can be witnessed due to the demonetization scheme of Government, leading to a very low same stores sales growth. Conservative approach towards new investments and additional cost & inventory planning would be the focus of the company because of the above mentioned new developments.

Outlook

Our main emphasis in coming quarter would be for strong seasonal and wedding merchandise planning to encounter the new competition which is emerging in many regions. We are offering a wide range of more than 6000 designs across our stores during winter season. Men's Exclusive Biker Jackets, Jacquard Pullovers and Digital print Sweatshirts, Kids Sweatshirt & Jackets in bright colors, Women's Embroidered Cardigans & Long Blazers, casual pullovers & Puffer jackets in latest fashion in sync with the market trend would be our focus.

The wedding collection comprises of Men's Sherwani, Party wear Suits, Exclusive Party wear Sarees & Salwar suit for Ladies. A special collection of Kids Occasion wear is available comprising of Boys Sherwani, Suits, Girls Frocks & Ethnic Wear.

About V-Mart Retail Limited:

V-Mart is a medium-sized hypermarket format retail chain based in New Delhi. It is a multi-brand family retail store offering apparels, general merchandise and kirana. Primary focusing on Tier- II & Tier- III cities which are located as standalone stores in high-street areas and shopping hubs of such cities. V-Mart offers clothing, accessories, and personal care products for men, women, and children. The average size of store is approximately 8,000 Sq. Ft. The company follows the concept of "value retailing" to target the strata of the population belonging to the expanding "aspiring class" and "middle class" and is based on customer's socio economic conditions, purchasing power, demographic details and customer trends. V-Mart stores, in untapped markets, provide customers with a different shopping experience, comprising of a vast range of value retail products under a modern ambience and feel of a large retail mall.

For More Information:-

Deepak Sharma (CFO) 0124-4640030



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